

**EXPEDITED PROCEDURE-EXAMINING GROUP 3688**

**S/N 09/834,500**

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	Michael Cristofalo et al.	Examiner:	Daniel Lastra
Serial No.:	09/834,500	Group Art Unit:	3688
Filed:	April 12, 2001	Docket No.:	2050.138US1
Customer No.:	44367	Confirmation No.:	5803
Title:	System and method for targeting object oriented audio and video content to users		

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**AMENDMENT & RESPONSE UNDER 37 C.F.R. 1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

In response to the Final Office Action mailed January 7, 2009, please amend the application as follows:

Amendments to the claims are reflected in the listing of claims, which begins on page 2 of this paper;

Interview summary, which begins on page 11 of this paper; and

Applicants' remarks, which begin on page 12 of this paper.